Reddit overview

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How Reddit works

- Reddit is a gigantic community generated forum
- The front page you see after you login shows you the most popular posts on all topics
- Reddit is broken into subreddits, also called subs, and each of these communities can be very different
- If it exists, there's a subreddit for it = any topic you might think of probably already has a subreddit
- People can upvote posts they like and downvote posts they don't like
- The more upvoted a post is, the more exposure it gets
- If you do this right, you can get millions of views
- Think of this as a five-step process:

  1. Raise your Reddit IQ
  2. Find groups where your target customers hang out
  3. Observe them from a distance for a while
  4. Start participating by offering helpful advice
  5. Create your own posts

- Create an account - it's free
- Don't name your account after your business; also, if your name is easily connected to the business, use your middle name instead